

# FOLIO

UNIVERSITY OF ALBERTA  
25 NOVEMBER 1994



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### MPs advised

## If you want highly skilled workforce, then support university-based research

By Michael Robb

If the federal government really wants to maintain a highly skilled workforce, it has to provide adequate funding for university-based research infrastructure, University of Alberta spokespeople told a group of Members of Parliament last week.

Addressing the Standing Committee on Human Resources Development, Associate Vice-President (Research) Bill Bridger said the federal government must provide enough money to support the true costs of doing university-based research.

That funding was adequate in the late 1970s, but not anymore, he said.

The indirect costs of doing sponsored research from grants or contracts in universities in Canada is generally accepted to be about 50 to 55 cents on the dollar, he explained to the committee, established to hear comments on the government's recently released discussion paper, *Agenda: Jobs and Growth, Improving Social Security in Canada*.

"We charge industry that overhead to do sponsored research, and they happily pay it because they know what it costs to do the research," Dr Bridger said. "But there is no overhead attached to research sponsored by the federal granting councils, because it's always been assumed that those dollars come indirectly to the provinces through the federal transfer payments.

"We're now running a deficit in that area that's probably in the tens of millions of dollars annually." In the United States, federal research grants come with substantial research overhead grants, Dr Bridger told the MPs. That makes universities attach a great value to their research stars.

Association of Academic Staff President Ann McDougall said the federal government must ensure that the research structure is in place to support the information highway, and a structure is in place to feed that highway with knowledge that is Canadian-born and bred.

If Canadians are to compete in global markets, they can only do so by having the best educated workforce in the world, Graduate Students' Association President Kimberley Krushell told the committee. Universities also create jobs, she said, noting that the University of Alberta has created 27 spinoff companies.

Krushell pointed out that Canadians don't know what the jobs of the future will be. "We need to have a workforce that will be able to respond to a changing marketplace. The answer to the dilemma is to fund research infrastructure."

What if a portion of that established programs financing arrived on university doorsteps in the form of student vouchers for

instruction? asked Reform MP (Wetaskiwin) Dale Johnston. Responded Students' Union President Suzanne Scott, "We'd like to see that, especially if they were portable."

Scott focused her remarks on accessibility and costs. Tuition fees at the U of A have doubled over the last five years, and with recent policy changes they will just about double in the next five years. She predicted that some students could graduate from four-year degree programs with debt loads as high as \$40,000. This will shut out low-income students.

On the establishment of an income-contingent loan scheme, a suggestion contained in the document, the SU leader said any such program must be developed in conjunction with student associations and provincial governments.

Scott pointed out that throughout the discussion paper, which makes a multitude of suggestions for changing existing social programs, there is concern about the shrinking middle classes. However, higher tuition fees resulting in higher debt loads will actu-

Continued on page 4

Please see economists' views, page 2



### MARKETING CAMPAIGN SCORES

The combination of highly competitive teams and these and other Bears and Pandas promotional materials has resulted in dramatic increases in attendance at Clare Drake Arena, Varsity Gym and elsewhere. The story of the Department of Athletics' long-term strategies for long-term payoffs appears on page 3.

## City, U of A must work more closely together — EDE president

### Rick LeLacheur addresses Senate

By Michael Robb

Research does make sense, says Rick LeLacheur, president of Economic Development Edmonton. And it's also a valuable tool in the city's effort to develop its economic base.

Addressing the Senate's regular meeting last Friday, LeLacheur said research dollars, like tourism dollars, are "fresh" dollars that flow in the community. "Research drives the knowledge-based economy."

In fact, the U of A is also the largest sponsor of conferences in Edmonton, he said. But while it's important to fill the city's restaurants and hotels, it's equally important that the University and City of Edmonton develop a closer relationship. "The walls around the University are starting to come down, brick by brick," he said, and now it's time for people in the University to turn their attention externally.

It's a two-way street, LeLacheur said: The business community has to take a more active interest in working with the University community.

Acting Vice-President (Academic) Roger Smith agreed. Certainly some of the University's proposals for funding from the pro-



Rick LeLacheur, president of Economic Development Edmonton, says it's time for the University of Alberta and the City of Edmonton to pull together.

vincial government's Access Fund speak to issues of collaboration, he said, adding that it's important that people in Edmonton talk about the U of A's initiatives.

Many times when the city is attempting to attract good people to settle in Edmonton, it's the quality of life here that tips the balance, said Senate member Brian Heidecker. And the University plays a big part in maintaining that quality of life.

There has been some discussion by the Board of Governors and Senate about the establishment of a downtown presence for the University (an office where certain services and information could be dispensed), explained Betty-Anne Pearson, who sits on both bodies. Would you be in favour of that? she asked LeLacheur. Yes, he responded.

We really are a society of closed systems, said Senate member Sadruddin Boga. And during these turbulent times, it's important that the boundaries are permeable, so that the process of exchange occurs between the business and academic communities.

"Networking is a pretty powerful word and a fact of life," LaLecheur said. Senators can't do their job simply by meeting four times a year, and that's why it's important they be out in the community networking. See next week's Folio for a report on a panel discussion at the Senate's meeting.

## Carbon tax no boon for Alberta — study

By Sandra Halme

An information bulletin containing new estimates of the impact of a carbon tax on the Alberta economy says that the tax would lead to substantial realignment of the economy and not all of it would be positive. The bulletin, produced for the Western Centre for Economic Research (WCER) in the Faculty of Business, concludes that such a tax would make the province less attractive to investors.

Authors Mike Percy, Professor of Economics and an Alberta MLA (Liberal finance critic), and Ayla Ogus, professor of economics at Boston University, say a carbon tax would lead to a 10 percent increase in the price of oil, and increases in natural gas and coal prices corresponding to their carbon content. In looking at several scenarios, Drs Percy and Ogus said that the impact of the tax would depend on how the proceeds of the tax are distributed interprovincially, how wage and salary levels respond to the imposition of the tax and the resulting decline in the provincial economy, and the extent to which one type of fossil fuel can be substituted for another.

The authors also cited the possibility that productivity in the province and Canada could be unfavourably affected as companies are faced with adjusting their plants and equipment to higher energy prices. The bulletin states that if the US adopted a carbon tax as well, the outlook for Alberta producers of fossil fuels would be even less attractive as the major export market dried up.

## FOLIO

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Public Affairs produces *Folio* on a regular basis for employees and volunteers at the University of Alberta.

*Folio's* mandate is to serve as a credible news source for internal audiences by communicating accurate and timely information about issues, programs, people and events.

### DEADLINES:

Notice of coming events: 9 am three weeks in advance of event. Classified advertisements: 3 pm one week before desired publication date. This date also serves as the deadline for cancellation of advertisements. Advertisements cost 40 cents per word with no discount for subsequent insertions. There is a limit of 40 words and a minimum charge of \$2.00. Advertisements cannot be accepted over the telephone. All advertisements must be paid for in full at the time of their submission.

Display advertisements: 3 pm Friday, seven days before desired publication date. Camera-ready artwork is required to size, complete with halftones if necessary. Call 492-0436 for sizes, rates and other particulars.

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## U of A economists say a little competition in postsecondary sector would be a good thing

Norrie, Nakamura, Maynes address Human Resources Development Committee

By Michael Robb

Two of this University's most prominent economists say the postsecondary education system could use a little more exposure to market forces.

"I think we do need some more market power in the Canadian higher education system, and having some small portion of that paid for by income-contingent loans is a helpful direction," says Alice Nakamura (Business).

Addressing the federal government's Standing Committee on Human Resources Development, which held hearings in Edmonton last week, Dr Nakamura said if tuition isn't allowed to rise, rationing results. "We either ration quality or quantity."

A bit of competition among universities for loans and students would be helpful in that it would force universities to be more innovative and to make some adjustments in what they offer and how they teach, said Economics Professor Ken Norrie. However, universities are often constrained by provincial tuition fee caps, and have very little incentive to make changes.

Dr Nakamura said the proposals in the discussion paper, *Agenda: Jobs and Growth Improving Social Security in Canada*, are a tough sell. "Students say, 'you got your education paid for, why shouldn't we get ours paid for.' What they don't realize is that my education didn't quite get paid for."

"It got paid for partly on deficit financing, and they're going to be stuck for that too," she said. "There's an intergenerational inequity going on here. Nor do students see that if you default on your loans, the public purse picks it up."

Dr Norrie dismissed the notion that higher tuition fees would have a dramatic

impact on accessibility. "It's not at all clear that higher tuition fees would have a significant effect on accessibility. Accessibility is a function of a whole lot more than just tuition." However, William Maynes (Educational Administration) disagreed. Managing debts loads is not a problem for upper middle-income and upper-income families, he said, but few low-income students would be willing to incur debts of an amount much higher than that incurred by their wealthier counterparts.

"Can we really expect a young woman raising children to risk incurring a huge debt in order to complete a degree?" he asked. "Many talented young women will reject postsecondary education and opt to try to support their children with low-paying jobs. Those who do opt for postsecondary education will choose programs they can complete in relatively short timeframes. Most will choose technical schools and colleges."

Dr Nakamura had some political advice for the federal government: drop the section

in the discussion paper on income-contingent loans and introduce it next year. "If it isn't jettisoned, it's going to bring the whole thing down," she warned.

Recognize that those proposals in no way are intricately linked with the unemployment insurance or other proposals in the document, she said. And second, there isn't an urgent need. Third, it's complicated, and people have a limited ability to deal with complicated things, and there's enough on the table for them to understand.

Dr Nakamura also said that the very people who could have helped the government get the child poverty, unemployment insurance and welfare reforms through are too busy worrying about the student stipends.

The standing committee of Members of Parliament, which is holding hearings across the country, will report its findings to the Minister of Human Resources Development, Lloyd Axworthy, later this year. The three U of A professors were invited to give expert testimony before the committee.

## BEd with Grande Prairie gets green light

First successful Access Fund proposal for U of A

By Sandra Halme

The Faculty of Education proposal for a collaborative BEd degree program with Grande Prairie Regional College (GPRC) is the first University of Alberta proposal to receive Access Fund money.

A total of \$61,467 has been allocated to cover first-year costs.

The collaborative program will begin in September 1995 with an intake of 40 full-time students in year 3 and 35 students continuing on in year 4 (1996-97). Under the terms of the funding, the University will be required to develop an evaluation plan for

Continued on page 6

## United we can do it

One last appeal!

On behalf of the University's Campaign Committee, I would like to thank those of you who have generously donated to the United Way this year. Unfortunately, we are still more than 20 percent short of our \$260,000 goal.

I realize that this is a particularly difficult year, but a gift of any size, however small, means a great deal. Please give something!

If you are one of the 250 staff who donated last year and who have not yet returned a pledge form, your continued support is especially important. Together you gave more than \$70,000 last year, enough to take us to our goal if you were to do the same in 1994.

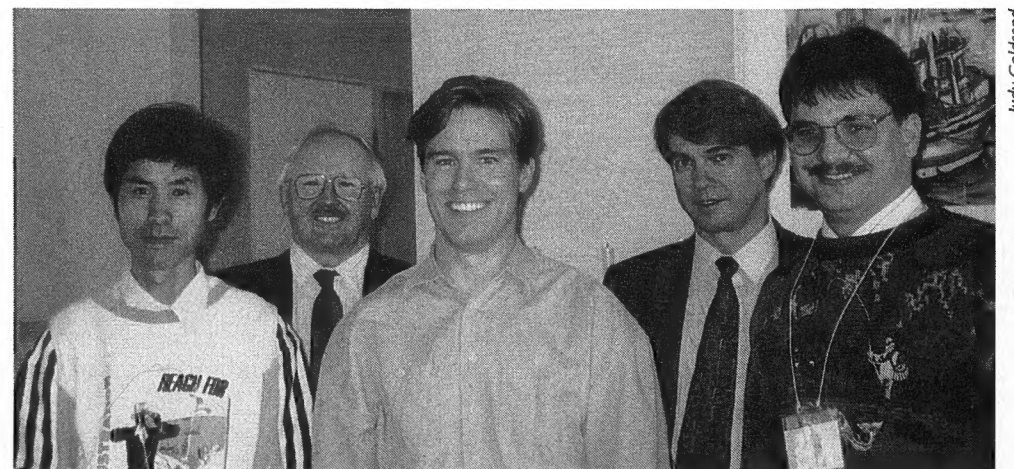
The campaign ends officially on 30 November. Please give now. If you need a pledge form, call Gail Bamber at 2796. Thank you.

*Glenn Harris*

Glenn Harris, Chair  
1994 U of A United Way Campaign

## \$100,000 from Canadian Wheat Board

By Judy Goldsand



Canadian Wheat Board Fellowship winners Den Jin Bing, Bret Kennedy and Vince Gabert, with Ed Tychniewicz, Dean, Faculty of Agriculture, Forestry, and Home Economics, and Brian Oleson.

Brian Oleson, executive director of the Canadian Wheat Board, presented five graduate level fellowships averaging \$15,000 each to students involved in research having potential benefit for the industry. Recipients are: Brian Ayre, Den Jin Bing, Phyllis Dale, Vince Gabert and Glen Hawkins (Agricultural, Food and Nutritional Science), and Bret Kennedy (Biological Sciences). The Canadian Wheat Board, which initiated its awards program in 1976, also presented nine undergraduate scholarships in the \$1,500 range.

Dr Oleson announced that the Canadian Wheat Board would award a special fellowship of \$9,000 in each of the next two years to promote agribusiness as an area of study. Agribusiness refers to aspects of agriculture away from the farm, such as processing, marketing and distribution.

Martha Piper, Vice-President (Research), thanked Dr Oleson for the Canadian Wheat Board's generosity and support to U of A students, who she called "our most important commodity".

# MRC awards \$2.5M to U of A researchers

Basic research has impact on many diseases

By Judy Goldsand



Molecular Biology and Membrane Research Group members, standing, from left, Bernard Lemire, Joel Weiner, Marek Michalak, seated, Carol Cass and Larry Fliegel.

A University of Alberta research team has been awarded a \$2.5 million, five-year grant from the Medical Research Council of Canada (MRC) to continue research that could lead to new approaches in the treatment of complex diseases such as cancer or heart failure. The group's grant application was the top-rated one in Canada.

At a MRC Board meeting held in Edmonton 22 November, president Dr Henry

Friesen announced the awarding of the grant to Joel Weiner (Biochemistry) and his colleagues. Besides directing the Molecular Biology and Membrane Research Group, Dr Weiner is Associate Dean for Research in the Faculty of Medicine.

The Group, which has been funded by MRC since 1990, studies various aspects of the structure and function of proteins localized in cell membranes. Membranes are

essential to the function of all cells, playing important roles in cell communication, the entry of nutrients and the exit of waste products.

Many diseases have been traced to defects in membrane protein function, explains Dr Weiner, and often these defects can develop with aging. The diseases include cancer, cystic fibrosis, muscular dystrophy, Alzheimer's disease, Parkinson's disease, heart failure and bacterial infectious diseases.

"With more Canadians living longer, it is vital that we do everything possible to help them maintain their independence and avoid institutionalization," Dr Weiner says. "Our objective is to gain a better understanding of the underlying factors that may be responsible for many age-related membrane diseases and then hopefully to delay their onset, slow down their development and possibly one day prevent them."

The Research Group is composed of nearly 40 scientists including graduate students, postdoctoral fellows, research associates and technical support staff. Training students and fellows in membrane biology is an important objective of the Group.

Led by Dr Weiner, the principal investigators include Drs Carol Cass (Biochemistry and Oncology), Larry Fliegel (Pediatrics and Biochemistry), Bernard Lemire (Biochemistry) and Marek Michalak (Biochemistry and Pediatrics).

In addition to the major funding from MRC, Group members also receive support from the Alberta Heritage Foundation for Medical Research, the Alberta Heart and Stroke Foundation, the National Cancer Institute of Canada, the Muscular Dystrophy Foundation, the Alberta Cancer Board

and the pharmaceutical industry.

MRC is the major federal agency funding medical research in Canada. In the 1994-95 fiscal year, it will provide more than \$14 million in various grants and training awards to the University of Alberta. These include 152 grants, among them a major MRC Group Grant, and some 80 awards, including studentships, fellowships, scholarships and others. During the past decade, the University has received close to \$110 million from MRC.

## Governor General's Award to Rudy Wiebe

By Elsa Roehr

Rudy Wiebe, Professor Emeritus of English, has earned his second Governor General's Award for Fiction and a \$10,000 cash prize, this time for *A Discovery of Strangers*, a novel inspired by the journal of explorer John Franklin.

The story explores a love that developed between Greenstockings, a beautiful 15-year-old native woman, and Robert Hood, a 22-year-old midshipman, during the first Franklin Expedition of 1820.

The novel has been critically acclaimed for the subtlety of the love story and for its solid rooting in history. Dr Wiebe's research included a trip to the Arctic in 1988 to gain firsthand knowledge of the area.

Dr Wiebe, who taught at the U of A from 1967 until his recent retirement, also earned a Governor General's Award in 1973 for *The Temptations of Big Bear*, a story about the legendary Saskatchewan Cree chief of the 1880s. Dr Wiebe is finishing a screenplay for a four-hour television mini-series based on *The Temptations of Big Bear* that will be aired early in 1996. He is also working on a nonfiction work on Big Bear's great-great-grand daughter, who is now in prison for murder.

"It seems to me that, at least in the part of Canada where I live, there are so many stories that haven't been told yet. Such glorious stories! I don't need to make this stuff up. It's part of being a first-generation writer of the prairies and of the North," Dr Wiebe said in the *Financial Post* of 19 November. He was not available for comment at press time.

A French translation of Olive Dickason's *The Myth of the Savage*, first published by the University of Alberta Press in 1984, also earned a Governor General's Award in the French-language category.

## NAMES OMITTED FROM RESEARCH DOCUMENT

The names of RT Coutts and Shirley Neuman were inadvertently omitted from *Established and Emerging Research Excellence at the University of Alberta*.

Dr Coutts, of the Faculty of Pharmacy and Pharmaceutical Sciences, has been a Fellow of the Royal Society of Canada since 1981, and is the first and only member of a Faculty of Pharmacy to be so recognized in Canada.

In addition to her Fellowship in the Royal Society (which was correctly listed), Dr Neuman (Department of English) held a McCalla Professorship in 1989-90.

The Office of the Vice-President (Research) wishes to apologize for these omissions.

## Athletics on the winning side of marketing

Ad campaign reaping rewards

By Sandra Halme

The marketing folks in the Department of Athletics have taken a page from Mohammed's book and gone straight to the mountain. Instead of waiting for spectators to come to them, Athletics has gone out to them via a \$30,000-plus marketing campaign aimed at increasing visibility and attendance at Pandas and Bears events.

The bottom line, according to Ian Reade, Director of Athletics, is that the funding situation for the University isn't going to get any better. "We had to look at long-term strategies which would yield long-term payoffs," he says. Indeed, the department's strategy is paying off already. Reade points out that for hockey alone, adult attendance at Bears games has increased by 100 percent over the same time last year and it appears that crowds are up for all varsity games.

Reade credits the dramatic increase in attendance to a number of things, not just the major league baseball and National Hockey League strikes. "We know there is an opportunity to get a piece of the sport market now," he admits, "but we had this marketing campaign planned a number of months ago, long before any of the strikes." He points to the fact that Pandas and Bears teams are more successful than ever and last year's national basketball championship win by the Bears helped raise the

awareness level of University varsity sport immeasurably.

U of A athletics has a number of supporters among the local media (John Short and Bryan Hall to name but two), yet teams and games still weren't getting the essential "pre-event front page" publicity necessary to draw the crowds. It was decided that it was time to pay for that advance publicity. Dean Hengel, Athletics Associate Director of Finance and Operations, said the teams simply needed more visibility and promotion. "We have said for quite a while that we can't continue to rely solely on public service announcements or word-of-mouth in the media. We had to get our message out more effectively and the only way was to develop an advertising/marketing campaign." To this end, the department turned to mostly radio advertising and is working with six stations in the area. Radio is a less expensive form of advertising, and is more immediate as well, Hengel says. The campaign doesn't end with radio waves, however. There is also a combined psa/paid advertising campaign with CFRN TV and 18 busboards are being rotated on Edmonton transit buses. The two major daily newspapers also ran advertisements.

In addition, specific sports have led their own campaigns. For instance, Bears hockey had a campaign several weeks ago

where homes in the University area received a flyer-type marketing piece which included a Bears fridge magnet and a two-for-one admission ticket discount. Football had a similar campaign which offered a special on season tickets, including a 10 percent discount available at six local eateries.

While he's proud of the results of this year's targeted advertising/marketing campaign, Hengel is hesitant to place all the credit on the campaign or the sport strikes. He says that Athletics has been working diligently over the years to increase awareness and attendance at events, and that these efforts have obviously paid off.

"When we began advertising on the boards in the hockey rink about six years ago we only had about ten or so advertisers." Now, he points out, rink advertising has more than doubled.

The increased attendance at the gate doesn't mean a financial boon for Athletics, Reade warns. "We'll reinvest any money we make. We have to continue our strategy of getting the message out, it's a long-term thing."

What's next? More television spots beckon and Reade is confident that sooner rather than later, television audiences will be getting the same message as those ears that are tuned into radio.

# Canadian Airlines boss shares secrets of his success

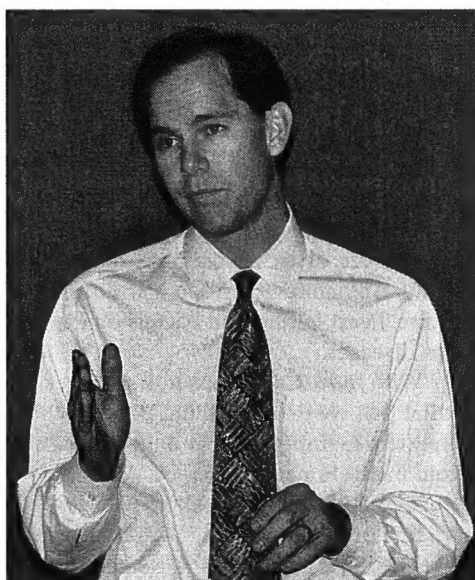
By Sandra Halme

Kevin Jenkins had a homecoming of sorts last week. The president and CEO of Canadian Airlines International (CAI) opened his remarks to MBA students, faculty and other invited guests with the comment that despite his Edmonton roots—he's an alumnus (LLB '80), was married here and worked here (then PWA)—he's never spoken here. On that note, he casually removed his suit jacket, leaned against the podium, said it was about time and thanked the Faculty of Business for the opportunity.

A guest of the Faculty on 16 November, Jenkins shared his company's woes and successes (CAI is coming off the best quarter in its history) with a large audience in the Stollery Centre. Clearly interested in interacting with that audience, Jenkins kept his remarks brief, touching upon where CAI has been and where it is going. Noting that the airline industry is slowly recovering from some of the worst times in its history, he pointed to two major trends which are influencing the economic resurgence and which airlines are having to address: the leisure, price-sensitive market, and the money-sensitive business traveller. Jenkins said that 10 percent of the gross domestic product is being spent on travel and leisure.

Speaking directly about CAI and its vision, Jenkins said that by 1999 the airline intends to be the leader in its class in all the markets it serves. He identified four distinct areas where the company will focus its energies: increase its fleet in the Asia/Pacific; utilize its fleet more fully; meet customer needs and trends and; increase its productivity while reducing costs.

On a personal note, Jenkins admitted to subscribing to Robert Fulgum's philosophy that "everything I need to know I learned in kindergarten". Acknowledging that timing and luck play a large role in business success, Jenkins said he lives by his own set of



Kevin Jenkins, head of Canadian Airlines International

rules, which is: 1) be ethical; 2) use common sense; 3) work hard; 4) be competent; 5) learn from mistakes and failures; 6) be innovative; 7) plan your team; 8) hone people skills; 9) do not be arrogant and; 10) balance your professional and personal life.

During the discussion period following his talk, Jenkins said there likely won't ever be a \$39 airline fare between Edmonton and Calgary simply because there isn't a large enough market to use the service. He cited the example of the population base in Alberta compared to that of the New York/New Jersey/Washington corridor where inexpensive commuter fares are available. When asked why CAI waited until the airline market slumped dramatically before it did anything, Jenkins responded with "fear is the best motivator for change." He said CAI needed to hit this plateau before recognizing the need for new initiatives.

## University-based research *Continued from page 1*

ally decrease access to postsecondary education for Canadians of modest means.

Asked Dr McDougall, "Can a poor high school graduate from a family with no financial security risk taking on high debt loads?" She pointed out, however, that Canada and Canadians have not planned well for assuming a growing amount of responsibility for postsecondary education.

Describing the U of A representatives' presentation as exhaustive, Bloc Québécois MP Antoine Dubé (Lévis) nevertheless wondered why, despite the doubling of tuition, enrollment increases at the U of A were still possible? Did that demonstrate that higher tuition fees do not deter people from attending university? he asked.

Scott responded that students are rapidly reaching a threshold.

And what about the provincial government? Dubé asked. Was it passing along the established programs financing funding it receives from the federal government for

postsecondary education to the universities?

There's no way the universities can track that, responded Dr Bridger. "One of the strengths of the Association of Universities and Colleges of Canada proposal is that it would bypass the provincial treasury. It would allow for direct payments for research infrastructure from the federal treasury to the universities, without a filter in between."

The academic and student representatives from the U of A and MPs agreed that the recent AUCC proposal was a basis for continuing dialogue.

Although the University of Alberta spokespeople were not originally invited to address the standing committee—despite their requests to do so—heavy political lobbying reversed that decision. The group was informed late last week that the University would be given a one-hour time slot on 19 November.

### 'TIN' Minute Workout taking donations for another week

Although Campus Recreation's "TIN" Minute Workout officially ends today, donations will be collected until 2 December. Bring a couple of cans of food to your fitness class or drop off your donation in the bin beside the Equipment Room in the Van Vliet Centre. All donations go to the Campus Food Bank.

## LETTERS TO THE EDITOR

### Jumping to conclusions

In a column entitled "Does the University lead on moral issues? Or simply follow?" which appeared in the 18 November issue of *Folio*, Professor Jim Hackler expressed his views on travel and entertainment perks at the University. He stated that one of the "ways to seduce faculty members" was by subsidizing social events for students who come to Alberta to study English as a second language. Professor Hackler implied that this was done because these students "may be the sons and daughters of influential people in other countries" and that their parents will "invite U of A administrators and provincial cabinet ministers to their countries to be lavishly entertained by them". Unfortunately, he jumped to conclusions before checking the facts.

It is true that, during the summer months, the Faculty of Extension's English Language Program conducts specially-designed, three- and four-week seminars for students from foreign universities that have signed general agreements with the U of A or particular agreements with certain Faculties on campus. These seminars, which have academic and cultural goals, are normally conducted with the collaboration of credit Faculties both on campus and abroad. During the week, participants follow a daily, four-hour intensive program given by second language specialists who focus on developing language skills and building self-confidence; many also attend lectures or participate in activities prepared by U of A professors in their fields of study. Intimately linked to the formal classroom situation are a myriad of informal cultural activities by which students experience Canada and learn about Alberta and its people firsthand. They have many opportunities to communicate with Canadians of all ethnic backgrounds as they visit many of the historical and tourist sights in the province, attend social functions, and are entertained by or welcomed into the homes of our volunteer hosts. For many of the participants, it is their first journey abroad. Consequently, their parents and universities place great faith in our ability to provide a safe, enjoyable and worthwhile learning experience for their respective children and students.

These seminars represent an important component of the English Language Program. First of all, they help foster interna-

tional cooperation and harmony, a laudable goal in this often chaotic world. Because of the experiences shared, everyone involved goes away with a better understanding of another people and another culture. Certainly, the students are not the only ones who learn; we too gain a great deal for we cannot help but be affected by their diligence, enthusiasm, and adventurous spirit. Secondly, the seminars provide an excellent opportunity for our program and, by extension, our Faculty to develop and maintain meaningful and collaborative relationships with other Faculties on campus. The cooperation that we have always received from the senior administration, deans, faculty and nonacademic staff involved in this venture is outstanding.

Finally, contrary to what Professor Hackler has stated, the seminars are not a burden on the financial resources of the University. Since they are conducted on a cost-recovery basis, students pay a composite fee which covers their tuition and cultural/social activities. The seminars provide income for instructional staff and for University students to work as seminar assistants; they help fill Lister Hall during the summer months; they help cover the salaries of full- and part-time office staff; they enable the program to contribute to the infrastructure of the University. In addition, the students and faculty who accompany them spend substantial dollar amounts which result in a positive economic spinoff for both the University and Metro Edmonton communities. (It is worth noting that the dollars spent by the international students attending regular courses in the English Language Program also impact significantly on the local economy.)

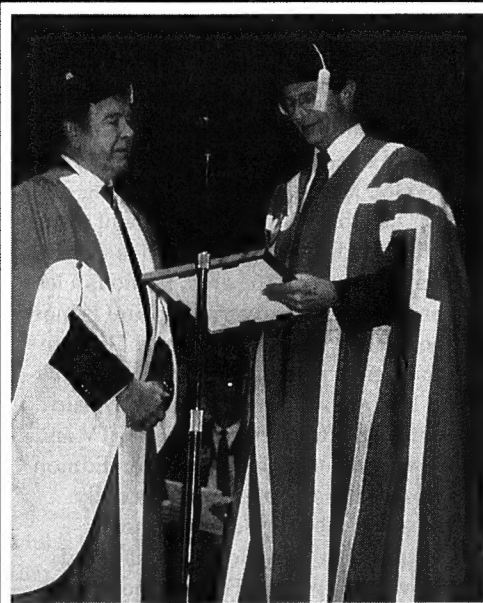
In his column, Professor Hackler found that "the university community is splintered" and that trust is lacking on campus. Making unfounded and uncalled-for accusations will do nothing to help the healing. If such actions are what is meant by a "return to some of the idealism that attracted us to the university community", then we are in for a very rocky ride indeed.

Rosalie Banko, Joanne Covey, Tracey Howell, Mimi Hui, Donna Ramsay, Marian Rossiter  
*English Language Program  
Faculty of Extension*

### HONORARY LLD FOR MILNER

Chancellor Lou Hyndman, right, confers an honorary Doctor of Laws degree upon former Board of Governors Chair Stan Milner on the second day of Fall Convocation, 19 November. In his remarks to Convocation, Dr Milner urged graduates to care—for their community, country and University. He pointed out that Edmonton and the U of A are great because people cared and continue to care. "Decide what you care about," challenged Dr Milner, "and then get involved. There is great satisfaction in caring."

An honorary degree was also awarded to Roger Hurtubise, Director of the Episcopal World Help for Hunger. On 17 November, Professors Emeriti Doris Badir and Leslie Green received honorary degrees.



## ACCOUNTING AND MANAGEMENT INFORMATION SYSTEMS

25 November, 2 pm

James Gaa, McMaster University, "Toward a Theory of Moral Expertise: A Verbal Protocol Study of Public Accounting Professionals." B-05 Business Building.

2 December, 9 am

Jere Francis, University of Missouri, "Earnings Management and Auditor Choice." 4-16 Business Building.

## AGRICULTURAL, FOOD AND NUTRITIONAL SCIENCE

29 November, 12:30 pm

Peter Burnett, Agriculture and AgriFood Canada, Lacombe, "Scale of Barley." 1-30 Agriculture-Forestry Centre.

## ALBERTA HERITAGE FOUNDATION FOR MEDICAL RESEARCH

6 December, 4 pm

Morag Park, assistant professor, Department of Oncology and Medicine, Royal Victoria Hospital, McGill University, "Hepatocyte Growth Factor Receptor and Oncogene Tyrosine Kinases—Their Role in Cell Mitogenesis, Motility and Morphogenesis." Presented by Anatomy and Cell Biology. 5-10 Medical Sciences Building.

## ANTHROPOLOGY

28 November, 3 pm

Ginger Gibson, Steve Hrudey, Andrew Light, Christina Lindsay, "Environmental Risk Management." 14-28 Tory Building.

## BIOLOGICAL SCIENCES

25 November, 3:30 pm

Reuben Kaufman, "Trust Me, This Will be a FantasTICK Seminar." M-149 Biological Sciences Centre.

2 December, noon

Phil Taylor, "Forest Tent Caterpillar Dynamics and Landscape Structure." G-208 Biological Sciences Centre.

2 December, 3:30 pm

Andrew Keddie, "Baculovirus-Host Interactions From Molecules to Populations." M-149 Biological Sciences Centre.

## CANADIAN INSTITUTE OF UKRAINIAN STUDIES

2 December, 7:30 pm

Mykhailo Molchanov, "The Totalitarian Legacy and the Political Situation in Ukraine and Russia: A Cross-National Comparison." Heritage Lounge, Athabasca Hall.

## CATHOLIC CAMPUS MINISTRY

29 November, 7:30 pm

Sr Mary Lou Cranston, CND, "Understanding Catholicism Today—Imaging God, Male and Female." Newman Centre, St Joseph's College.

## CHEMICAL ENGINEERING

1 December, 3:30 pm

Nianxi Yan, "Adsorption of Clays and Characterization of Clays-Stabilized Emulsions." 342 Chemical-Mineral Engineering Building.

## ECO-RESEARCH CHAIR IN ENVIRONMENTAL RISK MANAGEMENT

25 November, 3 pm

Laurie HM Chan, "Cadmium—Toxicity and Exposure Assessment." Classroom F, 2J4.02 Mackenzie Health Sciences Centre.

## GEOGRAPHY

25 November, 3 pm

Charles Younge, adjunct professor, Department of Physics and Astronomy,



University of Calgary, "Caves and Paleoenvironments." 3-36 Tory Building.

2 December, 3 pm

Jon Harbor, Earth and Atmospheric Sciences, Purdue University, "Understanding the Development of Glacial Ushaped Valleys: From Elegant Analyses (1870s) to Numerical Modelling (1990s)." 3-36 Tory Building.

## HISTORY AND CLASSICS

5 December, noon

John Foster, "A Historian's Experience at the Archives." TB-W2 Tory Breezeway.

## HUMAN ECOLOGY

1 December, 1 pm

Laurie Hart, "Crow Canyon Archaeological Center: Issues from the Field." 131 Home Economics Building.

8 December, 2:30 pm

Tamara Tuchak, "Inuit Women in Arts and Crafts." 131 Home Economics Building.

## LIMNOLOGY AND FISHERIES DISCUSSION GROUP

1 December, 12:35 pm

Slav Stanislawski, "Gall Migration and Overwintering Use of Habitat by Arctic Grayling (*Thymallus Arcticus*) in the Little Smoky River, Alberta." G-116 Biological Sciences Centre.

## MARKETING AND ECONOMIC ANALYSIS

12 December, 10 am

Brian Towers, Penn State University, "Change and Continuity: Industrial Relations in Britain, Germany, and the USA." Stollery Centre, 5th Floor, Business Building.

## NURSING

28 November, 4 pm

Ruth Gallop, associate professor, Faculty of Nursing, University of Toronto, "The Search for a Paradigm: Power and Gender Issues in the Study of Female Professions." 2-117 Clinical Sciences Building.

## PERINATAL RESEARCH CENTRE

29 November, noon

Margaret McLaughlin, associate professor, Department of Obstetrics, Gynaecology and Reproductive Sciences, Magee Womens Research Institute, Pittsburgh, Pennsylvania, "Maternal Adaptations to Pregnancy." 2J4.02 Mackenzie Health Sciences Centre.

## PETER JACYK CENTRE FOR UKRAINIAN HISTORICAL RESEARCH

1 December, 3:30 pm

Frances Swyripa, "Marriage Breakdown Among Ukrainians in Galicia (1900-1944)." 352 Athabasca Hall.

## PHARMACOLOGY

28 November, 4 pm

Morley D Hollenberg, Department of Pharmacology and Therapeutics, University of Calgary, "Modulation of Smooth Muscle Function by Growth Factors." 207 Heritage Medical Research Centre.

## PHARMACY AND PHARMACEUTICAL SCIENCES

1 December, 3 pm

Patrick McNamara, Professor, College of Pharmacy, University of Kentucky, "Mechanism of Drug Transport into Milk: Cell Culture to Clinical Trials." 2031 Dentistry-Pharmacy Centre.

## PHILOSOPHY

25 November, 3:30 pm

Martin Hahn, Department of Philosophy, Simon Fraser University, "Yes, But Could the Swampman Have Arthritis?—Burge and Davidson on Externalism." 4-29 Humanities Centre.

1 December, 3:30 pm

Calvin Normore, Department of Philosophy, Ohio State University and University of Toronto, "Counterfactuals and Contingency." 4-29 Humanities Centre.

## PHYSICS

25 November, 2 pm

Jeff Young, Department of Physics, University of British Columbia, "Nanostructure Science and Technology: A Semiconductor Perspective." V-129 Vwing.

## PHYSIOLOGY

2 December, 3 pm

Martin Post, Department of Pediatrics, Hospital for Sick Children, University of Toronto, "The Role of Growth Factors in Fetal Lung Development." 207 Heritage Medical Research Centre.

## RENEWABLE RESOURCES

1 December, 12:30 pm

Mbangiseni Nepfumbada, "Colloid Transport and its Implication for Contaminant Migration in Saturated Porous Media." 8-21 General Services Building.

## RESEARCH SEMINARS IN EARLY WOMEN

29 November, noon

David Buchanan, "Of Whales, Comets and Parsons: Subversive Satire in Lady Mary Chudleigh's *The Ladies Defence*." Senate Chamber, Arts Building.

## RURAL ECONOMY

28 November, 3:15 pm

Thomas M Beckley, "Cultural, Political, and Social Dimensions of Forest-Dependence: A Case Study of the Lower Winnipeg Basin." 519 General Services Building.

5 December, 3:15 pm

Peter C Boxall, forest economist, Canadian Forest Service, "Non-Market Valuation of Forest Recreation: An Examination of Wilderness Use in East Manitoba." 519 General Services Building.

## SOCIETY OF EDMONTON DEMOGRAPHERS

28 November, noon

Susan A McDaniel, "Employment, Unemployment and Retirement in Mid-Life." Heritage Room, Main Floor, City Hall.

## SOCIOLOGY

28 November, 1 pm

Mike Sosteric and Guy Germain, "The Electronic Journal of Sociology: The Future of Scholarly Publication." B-39 Tory Building.

30 November, noon

John Young and Paul Boothe, "Capital Health Authority Plan: A Re-Designed Health System." 5-15 Tory Building.

## ZOOLOGY

29 November, 12:30 pm

Nikita Grigoriev, Bamfield Marine Station, "Action Potentials and Habituation in Epithelial Cells of Jellyfish." G-114 Biological Sciences Centre.

6 December, 12:30 pm

Madhu V Singh, "Gap Junctions and Growth of Glioma Cells." G-114 Biological Sciences Centre.

This symbol denotes environmentally-related seminars/events. If you wish to have an environmentally-related event listed in this way, please contact: The Environmental Research and Studies Centre, 492-6659.

## Spotlight shines on U of A research Interest high in Alberta Pharmaceutical Showcase

By Judy Goldsand

More than 25 representatives from major Canadian and international pharmaceutical companies came to the University of Alberta for Phase I of the Alberta Pharmaceutical Showcase, 17 and 18 November. Phase II will be held at the University of Calgary in February 1995.

The Showcase is designed to display research areas in which Alberta universities are world-leaders and which have potential for partnerships within the pharmaceutical industry, said Bill Bridger, Associate Vice-President (Research).

Twenty-one U of A researchers in immunology, rheumatology, and respiratory medicine highlighted their work in presentations to visitors. Another 12 projects were featured in poster sessions. Research in these fields has implication for treatment of diseases such as rheumatoid arthritis, asthma, allergies, cystic fibrosis and cancer.

AHFMR President Matthew Spence called the Showcase a "happy example of good federal/provincial/university relationships". Phase I was coordinated by Dr Bridger and Joel Weiner, Associate Dean for Research in the Faculty of Medicine, and was

cosponsored by the Alberta Heritage Foundation for Medical Research (AHFMR), the Government of Alberta (Economic Development and Tourism) and the Government of Canada (Western Economic Diversification).

Dr Spence told the group that 25 percent of the medical faculty at both provincial universities receive Heritage Foundation funding. "The result of this investment in research by the Government of Alberta has been to move both schools into the top ranks of research funding in the country." With events like the Showcase, AHFMR and both universities are working to build more links between public and private sector research. "It is a win-win situation for everyone involved," Dr Spence added.

Companies here to see U of A research included: Astra Pharma Inc, Bristol Myers Squibb, Ciba Geigy, Eli Lilly Canada Inc, Glaxo Canada Inc, Janus Pharmaceuticals Inc, Marion Merrill Dow, Merck Frosst Canada Inc, Oregon Canada Ltd, Rhone Poulenc Rorer Canada, Sandoz Canada Inc, SynPhar Laboratories, and the Upjohn Company of Canada.

the program in cooperation with Advanced Education and Career Development and to submit an annual interim report by 30 June 1996 and a final report by 30 January 1998. Follow-up with graduates, to determine how many stayed in the region to teach, will be an essential component of the evaluation.

According to John Paterson, Associate Dean (Research and External Relations),

## POSITIONS

*The University of Alberta is committed to the principle of equity in employment. The University encourages applications from aboriginal persons, disabled persons, members of visible minorities and women.*

### ACADEMIC STAFF

#### VICE-PRESIDENT (ACADEMIC)

The University of Alberta invites applications from, and nominations of, qualified women and men for the position of Vice-President (Academic). The appointee will take office on 1 July 1995 or a date agreed upon thereafter.

The University of Alberta is recognized as a centre of excellence in Canadian higher education, with many teaching and research programs of international distinction. Founded in 1908, it is one of the largest universities in Canada, with full-time enrollment of more than 25,000 students, in undergraduate, graduate and professional programs. It has an operating budget in excess of \$300 million, and receives more than \$80 million in sponsored and contract research funding annually. The University has one of North America's outstanding libraries, with collections of more than 3.6 million printed volumes, 2.5 million microfilm volumes, 700,000 government documents, and 18,000 serial publications.

The Vice-President (Academic) reports to the President and is responsible for providing leadership and vision in setting the overall academic priorities and direction for the University. Reporting to the Vice-President (Academic) are 16 Deans of Faculties, comprising 70 academic departments and 1,600 faculty members, with a combined budget of \$250 million. The Vice-President (Academic) has general responsibility for the coordination of admission and academic standards, enrollment levels, academic programs, and matters relating to the academic staff agreements. Candidates will have a distinguished record of teaching and research, and experience in academic administration.

Applications or nominations with *curriculum vitae* should be sent to: Ms Ellen Schoeck, Executive Assistant to the President, Room 2-1 University Hall, University of Alberta, Edmonton, Alberta, Canada T6G 2J9. Telephone: (403) 492-5430.

### SUPPORT STAFF

To obtain information on support staff positions, please contact Personnel Services and Staff Relations, 2-40 Assiniboia Hall. You can also call the Job Information line at 492-7205 (24 hours) or consult the weekly *Employment Opportunities Bulletin*.

Faculty of Education, the Faculty met with GPRC representatives the same day that the government announced the funding for the program. "We began our planning immediately," says Dr Paterson, pointing out that advertisements have already been placed for the position of program coordinator. Officials at the two institutions hope to have someone in the position by March.

Roger Smith, Acting Vice-President (Academic), says the administration is delighted that the program has been approved and that the funding is the amount that had been requested. He emphasizes that the amount for 1994-95 is limited since the fiscal year runs only through 31 March 1995.

### ANTHROPOLOGY EXPANDS VISITING SPEAKERS SERIES

The "Talks" listing on page 5 notes the Department of Anthropology's Interdisciplinary Conversations #1, "Environmental Risk Management."

Interdisciplinary Conversations is a new feature of the visiting speakers series in Anthropology. The objective is to highlight interdisciplinary research and promote conversation on themes that bear directly on work being done by faculty and graduate students in the department. Normally, several scholars from within and without Anthropology will present as a panel.

Ideas for future Conversations are welcome. Call Eric Higgs at 492-5469.



### ACCOMMODATIONS FOR RENT

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**TWO BLOCKS** from campus or University hospital. Two bedroom, bi-level condo

### FILM

#### DEPARTMENT OF GERMANIC LANGUAGES

6 December, 7:15 pm

*Wann, wenn nicht jetzt* (1987)—German with English subtitles. 141 Arts Building.

### MUSIC

#### CHRISTIAN CHAPLAINS' ASSOCIATION AND DEPARTMENT OF MUSIC

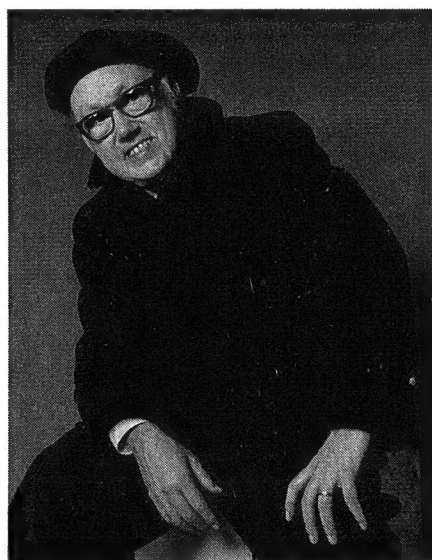
6 December, 5:15 pm

Festival of Lessons and Carols for Advent and Christmas—featuring the University Mixed Chorus and various readers from the University community. Convocation Hall.

#### DEPARTMENT OF MUSIC

25 and 26 November, 8 pm

Tri-BACH concert with Eric Ericson conducting the University of Alberta Madrigal



Eric Ericson, renowned Swedish conductor

Singers, University of Alberta Concert Choir and ProCoro Canada in a program featuring works by Alfvén, Olsson, Stenhammar, Sund and Martin. Admission: \$10/adults, \$5/students and seniors. All Saints' Anglican Cathedral.

27 November, 8 pm

Faculty Recital: David Stewart, violin, and Stéphane Lemelin, piano. Program will include works by Beethoven, Bartók, Hindemith and Schubert. Admission: \$10/adults, \$5/students and seniors. Convocation Hall.

30 November, 12:10 pm

Noon-Hour Organ Recital: Performers are students of the University of Alberta and The King's University College. Convocation Hall.

30 November, 8 pm

University of Alberta Symphonic Wind Ensemble. Fordyce Pier, director. Contemporary Music on Ancient Themes. Program includes works by Nelson, Kenae, Dello Joio and Margolis. Admission: \$5/adults, \$3/students and seniors. Convocation Hall.

2 December, 8 pm

Stage Bands I and II Concert. Raymond Baril and Tom Dust, directors. An Evening of Big Band Jazz. Admission: \$5/adults, \$3/students and seniors. Convocation Hall.

4 December, 3 pm

University of Alberta Concert Band. William H Street, director, with trombone soloist Malcolm Forsyth. Program will include works by Wood, Woolfenden, Del Borgo, Sheldon, PDQ Bach, Fillmore, Greenwood and Jacob. Admission: \$5/adults, \$3/students and seniors. Convocation Hall.

#### EDMONTON CHAMBER MUSIC SOCIETY

7 December, 8 pm

Ensemble Project Ars Nova. Tickets available from The Gramophone and at the door. Information: 433-4532. Convocation Hall.

with in-house laundry, heated parking. Nonsmokers. \$750/month plus utilities. 439-0203.

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**OLD SCONA, U of A** - Quiet, large three bedroom main floor. Adults. 101 Street 83 Avenue. 433-6287.

**ROOM WITH A VIEW** - Quiet mature, nonsmoker to share charming house with mature female. Near University. \$280/month plus utilities. Available 1 January. 436-0894.

**MILLCREEK** - Seeking professional to rent, 1 January. Upgraded three bedroom house, hardwood floors, dishwasher, laundry, garage, deck, on elmed-lined street. 432-9468, Sherri.

**TWO BEDROOM CONDO** - Fireplace, five appliances, excellent location, 2204 118 Street. \$525/month. 438-3143.

**LEASE** - Victoria Parkway condo hi-rise. Panoramic view. Impeccable building. Private grounds, underground parking, neutral decor, quick occupancy, transit close by. Florence Thompson, Spencer Real Estate, 435-0808.

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**Bill McBlain** Assist. Dean Research, Faculty of Medicine  
**Helmy Sherif** Assoc. Dean, Faculty of Grad. Studies and Research & Chair, Graduate Scholarship Committee

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2:00 p.m. to 4:00 p.m.**

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For more information, please call the  
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Presenter:

**Dr. Margaret McLaughlin**

Associate Professor

Magee Womens Research Institute, Pittsburgh, Pennsylvania

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# I'll be HUB for Christmas!





89th Ave & 112 St.

 <h3 style="text-align: center;">Ho Ho Chinese Food</h3> <p style="text-align: center; font-weight: bold;">FREE Medium Soft Drink with every \$3.95 purchase</p> <p style="text-align: center; font-size: 0.8em;">* Valid with coupon only * Expires Dec. 17/94</p>	<h3 style="text-align: center;">Delicious Donuts</h3> <p style="text-align: center; font-weight: bold;">CHRISTMAS PARTY SPECIAL</p> <p style="text-align: center;">1 dozen donuts \$4.75 (Reg. 5.50)</p> <p style="text-align: center;">1/2 dozen donuts \$2.75 (Reg. 3.50)</p> <p style="text-align: center; font-size: 0.8em;">* Valid with coupon only * Expires Dec. 17/94</p>	 <p style="text-align: center;">Get one <b>FREE</b> fountain pop (355ml), coffee or tea with the purchase of a regular menu item.</p> <p style="text-align: center; font-size: 0.8em;">* Offer valid from Nov. 14 - Dec. 3/94 * HUB location only * Dairy products not included * Not valid with any side orders, discounts or coupon offers</p>	 <p style="text-align: center;">Regular 12" Ham Submarine &amp; 16 oz. drink \$3.69 + GST</p> <p style="text-align: center; font-size: 0.8em;">* Valid with coupon only * HUB Mall location only * Expires Dec. 17/94</p>
<h3 style="text-align: center;">Patria</h3> <p style="text-align: center; font-size: 0.8em;">under new management</p> <h4 style="text-align: center;">Hot Lunch Special</h4> <p style="text-align: center;">SAVE 25¢ off any flavour of hot soup</p> <p style="text-align: center;">SAVE 35¢ off any hot dish or sandwich item</p> <p style="text-align: center; font-size: 0.8em;">* Valid with coupon only * Expires Dec. 17/94 * Not valid with any other discount offer</p>	 <h3 style="text-align: center;">GRAND OPENING SPECIAL</h3> <h2 style="text-align: center;">\$1.00 off</h2> <p style="text-align: center;">Any purchase over \$4.00 with coupon</p> <p style="text-align: center; font-size: 0.8em;">* Valid with coupon only * Expires Dec. 3/94 * Not valid with any other discount offers</p>	<h2 style="text-align: center;">HUB FOOD MART</h2> <p style="text-align: center;">Conveniently located in HUB.</p> <p style="text-align: center;">Everything for your food needs.</p> <p style="text-align: center;">8914 - 112 St. HUB International Marketplace</p>	<h2 style="text-align: center;">ACADEMY PIZZA</h2> <p style="text-align: center;">* Nooner Pizza Special 11 - 2 pm \$3.59 includes GST</p> <p style="text-align: center;">* Great Pan Pizza Available All day long</p>
 <h2 style="text-align: center;">10% OFF</h2> <p style="text-align: center;">All rugby shirts</p> <p style="text-align: center; font-size: 0.8em;">* Valid Nov. 14 - Dec. 23/94 * Not valid with any other discount offers</p>			

Co-sponsored by:



Catch **SANTA PAWS** around campus between Nov. 15 and Dec. 3 to receive one the following gifts:

- ❖ AN OLD FASHIONED CHRISTMAS WEEKEND for 2 at the Banff Springs Hotel.
- ❖ A 3 month Club Fit membership
- ❖ A Gift Certificate compliments of Gallatea Galleries
- ❖ Alberta Ballet Nutcracker tickets
- ❖ Hot Java Jive beverage
- ❖ Edmonton Symphony tickets
- ❖ Taco Time taco chips or crustos
- ❖ Edmonton Space & Science Centre tickets
- ❖ Rapid Fire tickets
- ❖ plus more!

